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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91205920
Party	Plaintiff Google Inc.
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Submission	Motion to Join/Substitute Party
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Date	03/04/2014
Attachments	HN-#1218359-v1-Google__G+_Beckner_Motion_to_Join.pdf(15821 bytes )



On February 11, 2013, Applicant Sean Beckner assigned his entire right, title, and interest in and to Application No. 85/375,382 to Front Flip, LLC (“Front Flip”), a Delaware limited liability company with offices at 5250 W. 116th Place, Ste. 200, Leawood, KS 66211. The assignment was duly recorded with the U.S. Patent and Trademark Office. *See* Recordation Number 900246649; Recordation Date February 11, 2013; Reel/Frame 004960/0202; *see also* Recordation Number 900246955; Recordation Date February 14, 2013; Reel/Frame 004962/0602 (corrective assignment clarifying proper spelling of Front Flip’s name).

Under Rule 512.01: “When there has been an assignment of a mark that is the subject of, or relied upon in, an inter partes proceeding before the Board, the assignee may be joined or substituted, as may be appropriate, upon motion granted by the Board[.]” TBMP § 512.01 (2013); *see also Drive Trademark Holdings L.P. v. Inofin*, 83 U.S.P.Q.2d 1433, 1434 n.2 (TTAB 2007) (granting motion to join a second defendant where the applicant assigned the application after commencement of opposition proceeding). Where, as here: the assignment occurred following the commencement of the opposition proceeding; discovery is ongoing; and the opposer seeks joinder, the assignee must be joined rather than substituted, to facilitate discovery. TBMP § 512.01 (2013). Accordingly, Opposer Google Inc. respectfully moves to join Front Flip as an Applicant in this action. Applicant Sean Beckner has consented to the filing of this Motion.

Dated: March 4, 2014

Respectfully submitted,

/s/ Bethany C. Lobo  
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## CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the **UNOPPOSED MOTION TO JOIN ASSIGNEE FRONT FLIP, LLC** was served on the Applicant's counsel of record on March 4, 2014 via email and U.S. Mail:

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I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

/s/ Bethany C. Lobo  
Bethany C. Lobo, Esq.